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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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09/821,049

03/30/2001

Keisei Yamamuro

2001-0375A

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06/14/2006

WENDEROTH, LIND & PONACK, L.L.P.  
2033 K STREET N. W.  
SUITE 800  
WASHINGTON, DC 20006-1021

EXAMINER

JONES III, CLYDE H

ART UNIT

PAPER NUMBER

2623

DATE MAILED: 06/14/2006

Please find below and/or attached an Office communication concerning this application or proceeding.



## **DETAILED ACTION**

### ***Response to Arguments***

1. Applicant's arguments with respect to claims 1, 7, 8, and 14-16 have been considered but are moot in view of the new ground(s) of rejection.

In response to applicant's arguments on pages 5-9 of the 6 February 2006 remarks, the newly added limitations are met by the Holman and McCollum references as described below.

### ***Claim Rejections - 35 USC § 102***

2. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

3. Claims 1, 8, and 15 are rejected under 35 U.S.C. 102(b) as being anticipated by Holman (US 5,287,181).

Regarding claims 1, 8, and 15, Holman teaches a system (and corresponding method and computer instructions) with a receiver (home unit 1 – fig. 1) comprising:

a program acceptor(cable box 33 – fig. 2) for accepting program contents (commercial logos or emblems 40 – fig. 2), and program information having a program identifier to identify program contents (commercial message information) (col. 6, lines 5-

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12; col. 8, lines 5-7; col. 9, lines 33-37; col. 9, lines 56-58; col. 11, lines 12-17 & lines 5-60; col. 15, line 55 & fig. 5; col. 14, lines 35--36).

a display 3 (fig. 1) unit for displaying the program contents (40 – fig. 2);

an input acceptor for accepting a user input (front panel keyboard 5 –fig. 1, e.g., coupon button 11 – fig. 1 or remote control device 43 – fig. 2) (col. 6, lines 8-9 & 25-26; col. 8, lines 51-54; col. 5, lines 54-55); and

a viewing information recorder (home unit 1 comprises a viewed commercial/coupon recorder– fig. 2) for recording, on a removable recording medium (smart/"Q-Card" card or coupon printer paper), viewing information having the program identifier to identify the program contents when the input acceptor accepts a user input (col. 6, lines 17-27 & 58-61; col. 10, lines 58-65; col. 11, lines 6-7; col. 18, lines 48-57) which becomes effective by a button being pushed continuously (held down) for a predetermined period of time (col. 6, lines 32-33; col. 8, lines 63-66; col. 12, lines 1-2; col. 22, lines 2-4).

### ***Claim Rejections - 35 USC § 103***

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

5. Claims 7, 14, and 16 are rejected under 35 U.S.C. 103(a) as being unpatentable over Holman (US 5,287,181) in view of McCollum et al. (US 2002/0010623 A1).

Regarding claims 7, 14, and 16, Holman teaches a system (and corresponding method and computer instructions) with a receiver (home unit 1 – fig. 1) comprising:

a program acceptor(cable box 33 – fig. 2) for accepting program contents (commercial logos or emblems 40 – fig. 2), and program information having a program identifier to identify program contents (commercial message information) (col. 6, lines 5-12; col. 8, lines 5-7; col. 9, liens 33-37; col. 9, lines 56-58; col. 11, lines 12-17 & lines 5-60; col. 15, line 55 & fig. 5; col. 14, lines 35--36).

a display 3 (fig. 1) unit for displaying the program contents (40 – fig. 2);

an input acceptor for accepting a user input (front panel keyboard 5 –fig. 1, e.g., coupon button 11 – fig. 1 or remote control device 43 – fig. 2) (col. 6, lines 8-9 & 25-26; col. 8, lines 51-54; col. 5, lines 54-55); and

a viewing information recorder (home unit 1 comprises a viewed commercial/coupon recorder– fig. 2) for recording, on a removable recording medium (smart/"Q-Card" card or coupon printer paper), viewing information having the program identifier to identify the program contents when the input acceptor accepts a user input to display and "MARK" a coupon for transfer to the Q-card/printer for a shopping list (col. 13, lines 7-19 ; col. 12, lines 35-59; col. 6, lines 17-27 & 58-61; col. 10, lines 58-65; col. 11, lines 6-7; col. 18, lines 48-57). However, Holman fails to teach the input acceptor accepts program related information inputted by the user that matches program related information supplied from a program provider.

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In an analogous art McCollum teaches the input acceptor accepts program related information (coupon/advertisement keywords) inputted by the user that matches program related information supplied from a program provider to compile a shopping list, search for coupons, etc. (par. 18, 56, 59, 84, 108, lines 16-25).

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to modify the system of Holman to include the input acceptor accepts program related information inputted by the user that matches program related information supplied from a program provider as taught by McCollum for the added advantage of increasing user convenience and more efficiently/quickly/easily searching the database of obtained coupons (Holman – col. 12, lines 56-59).

6. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire **THREE MONTHS** from the mailing date of this action. In the event a first reply is filed within **TWO MONTHS** of the mailing date of this final action and the advisory action is not mailed until after the end of the **THREE-MONTH** shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of

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the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Clyde H. Jones III whose telephone number is 571-272-5946. The examiner can normally be reached on 9-5:30 p.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Chris Grant can be reached on 571-272-7294. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

***Note to Applicant***

Art Units 2611, 2614 and 2617 have changed to 2623. Please make all future correspondence indicate the new designation 2623.

CJ

A handwritten signature in black ink, appearing to read "Chris Grant", is positioned above the printed name.

**CHRISTOPHER GRANT  
SUPERVISORY PATENT EXAMINER  
TECHNOLOGY CENTER 2600**